

1995 LARSS TECHNICAL REPORT

**NASA LANGLEY TEACHER RESOURCE CENTER (TRC):
BROCHURE AND HOME PAGE DESIGN**

by

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ABSTRACT

The NASA Langley Research Center's Educational Programs Officer, Marchelle D. Canright, gave me two main assignments to be completed by the end of the ten-week LARSS Program. These assignments were to redesign the NASA Langley Teacher Research Center (TRC) brochure and create new home page templates for the TRC and Office of Education. I worked with NASA Education Specialist, Jane George and the TRC director Nick Koltun for instruction in completing these assignments. The main objective of my assigned projects was to create designs that reflected NASA's educational goals, related to the TRC, and the Office of Education's desire for high aesthetics in their multimedia materials. The Office of Education did not just want their current TRC brochure and home page to be reworked, but; they wanted these items to be strong visual representations of the TRC's purpose.

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The NASA Langley Teacher Resource Center (TRC) was established to provide educators immediate access to information generated by NASA's programs, technologies and discoveries. Any design for a TRC brochure or home page will have to represent this purpose. NASA Langley Research Center's Education Programs Officer chose me to complete assignments of redesigning these items based on my field of study, graphic design, and the creativeness of portfolio work. As a designer, I have the desire to present ideas that meet the client's expectations using my personal design style. I like to think of this desire as the designer's desire.

I approached redesigning the TRC brochure as if it were a puzzle. All the pieces were laid out for me; I just had to put them together. The pieces I had to work with were the NASA logo, the TRC logo, the Virginia Air and Space Center logo and a wealth of information about the TRC's purpose and services. Simplicity was my goal. I wanted to make the pieces fit perfectly without many useless graphics and jargon. I spent a week at the TRC to get a feel for its system of operation and how the director carried out NASA's purpose for Teacher Resource Centers into an everyday procedure.

I developed three ideas for the new brochure's design. The first idea used the same apple from the original TRC logo and the Virginia Air and Space Center logo, which were linked together, along with the NASA logo, by an airplane. The airplane flies around each logo and symbolizes learning about sciences, math and engineering. The second idea still involved an apple, but this apple was created from the intertwining silhouettes of children's faces. The apple still symbolized educators and the children symbolized learning. The other logos were separated from this new logo and placed in areas where their importance could still be understood. The last idea was to use the logos simply as small graphic elements and illustrate the purpose and services of the TRC using cartoon-like pictures. These pictures involved a teacher visiting the TRC and learning how she could use its materials in the classroom.

The first idea was approved for the brochure design because it truly brings all the pieces together in a way that symbolizes the purpose of the TRC. At the Virginia Air and Space Center, the TRC provides educators the opportunity to use NASA print and multimedia materials related to science, math and engineering for the enhancement of their students learning. The design says all this with visual words.

My approach to designing the home page was creative than precise. A home page design is more visual than verbal. It does not have to say anything, but needs to capture the eye of the viewer. So if someone happens upon the TRC home page, they will be drawn in by the visual. Once you have a viewer's interest on a home page they will more than likely stay to read the information.

I spent the first week of the program surfing the Net to research the basic elements and styles of home pages. The home pages that caught my eye were not necessarily the ones dealing with information I was interested in. I was attracted to their design. The differences in these home pages are plenty of bright color, complex clickable graphics and interesting headings with icons. I knew my design would need to incorporate all these things to be successful. I was advised as to the basic layout of the TRC home page, and from this guide I began creating. The result of this creating is a home page with a series of airplanes in the background, a clickable graphic at the top that introduces the TRC and several smaller clickable icons that provide visual links to other information.

The designs for the TRC brochure and home page were computer generated. For the brochure, I used the computer illustrating software Illustrator 5.5 that allows a designer to create images and layout type within the same program. I created the images for the home page using Photoshop 3.0 and Illustrator 5.5. Photoshop allows you to manipulate photographic images using photographic and illustrating techniques. I made a comp of each final design to show how

each should look when actually produced. The printer will use a comp as a guide in printing the brochure, and the home page programmer will use a comp as a guide to putting the home page together.

I am very appreciative that I was set up in Graphics with a computer, printer, and other materials to complete my assignments. Working in such an atmosphere with advanced equipment and graphic design experts for guidance enhanced my creativity and total LARSS Program experience.

I believe the designs I created for my assignments are successful in representing the NASA Langley Teacher Resource Center's purpose and services. Ms. Canright and Dr. Massenburg are pleased with the outcome of my assignments and their pleasure satisfies my designer's desire.